On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage™, a menu-driven database system. The INTERNET address for GSA Advantage™ is: http://www.GSAAdvantage.gov.

Schedule for Professional Services Schedule - PSS
Federal Supply Group: 00CORP

Contract Number: 47QRAA18D004P
Contract Period: February 7, 2018 through February 6, 2023

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering

Contractor: O’Keeffe & Company Marketing, Inc.
921 King Street
Alexandria, VA 22314-3018

Business Size: Small Business

Telephone: 703-883-9000
FAX Number: 703-637-1081
Web Site: http://www.okco.com
E-mail: ahumphrey@okco.com
Contract Administration: Anna M Humphrey

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
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<tbody>
<tr>
<td>541-2</td>
<td>541-2RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541 4A</td>
<td>541 4ARC</td>
<td>Market Research and Analysis</td>
</tr>
<tr>
<td>541 5</td>
<td>541 5RC</td>
<td>Integrated Marketing Services</td>
</tr>
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</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See Pricing Page 4.
1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See Labor Category Descriptions Page 5.

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic Delivery Only

5. Point(s) of production (city, county, and state or foreign country): Same as company address


7. Quantity discounts: None Offered

8. Prompt payment terms: 2%/10 Days Net 30 days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: will accept over $3,000

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

12. F.O.B Points(s): Destination
13a. **Ordering Address (es):** O’Keeffe & Company Marketing, Inc.
   921 King Street
   Alexandria, VA 22314-3018

13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. **Payment address (is):** O’Keeffe & Company Marketing, Inc.
   921 King Street
   Alexandria, VA 22314-3018

15. **Warranty provision:** Contractor’s standard commercial warranty.

16. **Export Packing Charges (if applicable):** N/A

17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor

18. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A

19. **Terms and conditions of installation (if applicable):** N/A

20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A

20a. **Terms and conditions for any other services (if applicable):** N/A

21. **List of service and distribution points (if applicable):** N/A

22. **List of participating dealers (if applicable):** N/A

23. **Preventive maintenance (if applicable):** N/A

24a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A

24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at:** www.Section508.gov/

25. **Data Universal Numbering System (DUNS) number:** 101348282

26. **Notification regarding registration in System for Award Management (SAM) database:** Registered.
**GSA Awarded Pricing**  
**For SINs 541-2, 541-4a, and 541-5**

The rates are inclusive of the Industrial Funding Fee (IFF) of 0.75%.

<table>
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<tr>
<th>Labor Category</th>
<th>02/07/2018 - 02/06/2019</th>
<th>02/07/2019 - 02/06/2020</th>
<th>02/07/2020 - 02/06/2021</th>
<th>02/07/2021 - 02/06/2022</th>
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<td>$126.93</td>
<td>$129.21</td>
<td>$131.54</td>
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<td>$263.08</td>
<td>$267.82</td>
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<td>Director Web Services</td>
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<td>$253.86</td>
<td>$258.43</td>
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<td>$267.82</td>
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</table>

**Service Contract Act:** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire PSS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Labor Category Descriptions

Account Coordinator

Functional Responsibility: Prepares management plans and reports. Conducts supervised research as required. Monitors project activities and schedules to analyze progress toward completion of programs. Ensures that technical and quality standards of written materials are met. Staffs events, pitches media, and tracks media coverage. Provides support to staff in communications related tasks.

Minimum Education: B.S. or B.A.

Minimum Experience: 6 months

Account Director

Functional Responsibility: Provides strategic counsel and manages day-to-day operations across a series of accounts or programs. Holds responsibility for overall success of their accounts. Manages and develops client teams, conducts staff reviews, develops complete communications plans for clients, and develops and grows senior-level client relationships.

Minimum Education: B.S. or B.A.

Minimum Experience: 20 years

Account Executive I

Functional Responsibility: Supports various account teams; has some client interaction. Develops content for client programs. Participates in tactical planning and staffs trade shows and special events.

Minimum Education: B.S. or B.A.

Minimum Experience: 1 year

Account Executive II

Functional Responsibility: Supports various account teams and often serves as day-to-day contacts for clients. Takes on larger role in generating more complex content for client programs. May oversee account coordinators on projects. Participates in strategic and tactical planning. Staffs trade shows, media tours, and special events.

Minimum Education: B.A or B.S.

Minimum Experience: 1.5 years
**Account Manager**

**Functional Responsibility:** Must be able to successfully develop, implement, and provide day-to-day management of marketing communications programs for up to three accounts. Provides link between senior management, clients, and account staff. The Account Manager oversees and manages accounts, develops strategic plans, and trains and motivates junior staff.

**Minimum Education:** B.S. or B.A.

**Minimum Experience:** 6 years

**Content Director**

**Functional Responsibility:** Responsible for leading, developing, implementing and overseeing the integrated policies, programs and objectives for digital strategy, content development, and new media activities. Manages major strategic projects from definition of scope through approach, recommendations, and final implementation. Develops and provides oversight and direction for short and long-term planning in setting the overall digital strategy for the use of new media. Oversees analytics by creating and producing analysis and reports regarding trends, preferences, and other information regarding the organization’s online content and activities. Provides daily supervision and direction to support staff.

**Minimum Education:** B.S. or B.A. in related discipline.

**Minimum Experience:** 20 years

**Director of Web Services**

**Functional Responsibility:** Assumes a leadership role in the development and implementation of complex web applications. Manages all web developers. Provides strategic counsel across the account base. Works independently of direct supervision and instruction.

**Minimum Education:** B.A. or B.S.

**Minimum Experience:** 20 years

**Events Administrator**

**Functional Responsibility:** Provides technical support to staff, researches products required for events, collateral material, and travel logistics. Directs staff in the proper use of devices and facilitates ordering and return of devices and specialty items.

**Minimum Education:** H.S.

**Minimum Experience:** 2 years
Events Manager
**Functional Responsibility**: Manages event registrations. Assists with speaker and moderator preparation for events. Maintains calendar of events and scheduling. Provides onsite event logistics support. Works as part of the project team providing technical and managerial guidance. Other duties as assigned.

**Minimum Education**: B.S. or B.A.

**Minimum Experience**: 5 years

Junior Account Executive
**Functional Responsibility**: Supports various account teams. Prepares management plans and reports. Coordinates project activities and schedules to ensure completion of contract deliverables, briefings, and presentations. Staffs trade shows and special events.

**Minimum Education**: B.S. or B.A.

**Minimum Experience**: 6 months

Junior Web Developer/Designer
**Functional Responsibility**: Uses current software applications to develop web applications across all accounts.

**Minimum Education**: H.S.

**Minimum Experience**: 1 year

Motion Graphics Designer
**Functional Responsibility**: Under limited supervision, produces marketing communications such as brochures, ads, newsletters, and signage. Provides website design and offset printed materials using new and traditional graphic techniques with a wide variety of computer graphic applications. Operates within client guidance, contractual limitations, and company business and policy directives.

**Minimum Education**: B.S., or B.A.

**Minimum Experience**: 8 years
**Principal**

**Functional Responsibility:** The Principal manages the strategic operations of the entire business, providing guidance for senior management, focusing on new business development, and providing senior counsel for successful marketing programs, including but not limited to launch events, executive speeches, new product launches and general brand awareness. Serves as CEO, COO and senior manager.

**Minimum Education:** B.S. or B.A.

**Minimum Experience:** 20 years

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**Research Assistant**

**Functional Responsibility:** Conducts one-on-one telephone and in-person survey interviews. Processes qualitative and quantitative data analysis.

**Minimum Education:** B.S. or B.A.

**Minimum Experience:** 0 years

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**Research Associate**

**Functional Responsibility:** Drafts, edits, and fields surveys, and manages relationships with third-party vendors. Conducts qualitative and quantitative data analysis. Assists in the research and preparation of new business proposals.

**Minimum Education:** B.S. or B.A.

**Minimum Experience:** 3 year

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**Research Manager**

**Functional Responsibility:** Manages agency-wide research programs including custom market intelligence (brand perception studies, competitive analysis, etc.) and thought-leadership or trend analysis campaigns. Works directly with internal client leads and third-party vendors to design and execute strategic reports.

**Minimum Education:** B.S. or B.A.

**Minimum Experience:** 10 years
Senior Account Executive

**Functional Responsibility:** Manages sizable accounts or sub-accounts as the primary day-to-day contact. Also manages program budgets, as well as more junior staff (account coordinators and executives). Develops multi-month campaigns, including research programs, events/webinars, and other marketing program initiatives. Owns projects as they are routed through the creative and market research departments.

**Minimum Education:** B.A. or B.S.

**Minimum Experience:** 3 years

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**Experience & Degree Substitution Equivalencies**

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Min Edu</th>
<th>Min Exp</th>
<th>PhD</th>
<th>Masters</th>
<th>Bachelors</th>
<th>Associate</th>
<th>High School</th>
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<td>0</td>
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<td>Director Web Services</td>
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<td>18</td>
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